


# CALIFORNIA STATE JOURNAL OF MEDICINE

## WHY PROFESSIONAL MEN DO NOT ADVERTISE



“ERCANTILE advertising has always been accepted as legitimate. In that case they have something tangible to dispose of. A merchant may have a specially fine line of goods, or he may have shelf-worn, second-hand, or a smoke-damaged stock, but he acquaints his patrons through the medium of the press with what he has. You can examine his goods, take your choice and pay the price. But what have you to advertise? Have you the audacity to advertise your ability as superior? It may be imaginary only. Have you second-hand service to render? Or do you mean to say that you are a little smarter and more capable of doing all things than anyone else in your community? Professional advertising places you on a lower par than the merchant. He can display the goods he advertises, but you cannot. You can only display the man.”—*E. G. Reynard in Journal Indiana State Medical Association, republished in American Medical Association Bulletin.*

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